

The University of Montana Foundation is pleased to have KECI as a partner for disseminating our message about private support for the University. The station's response to the UM Foundation and our fund-raising efforts is very valuable to us.

On the news side, we are treated fairly and professionally when the news is bad, just as when it is good. KECI always treats our news releases and conferences as important news that its viewers need in order to be informed citizens of the region. Additionally, KECI reporters regard the Foundation as a valuable new source, certainly where our own donors and gifts are concerned, but also on regional and national trends on philanthropy.

Of the station's own philanthropy, KECI has been a consistent supporter of the University - our current records date to 1979 and KECI has been listed as a major contributor every year - with both cash contributions to the Excellence Fund (our annual giving program) and with in-kind gifts of air time to promote the Excellence Fund's fall effort, the Missoula Business and Campus Drive. We very much appreciate both forms of gifts.

Although we do little advertising except for that previously mentioned, the station has given us public service time for our ads.